

FIG. 1

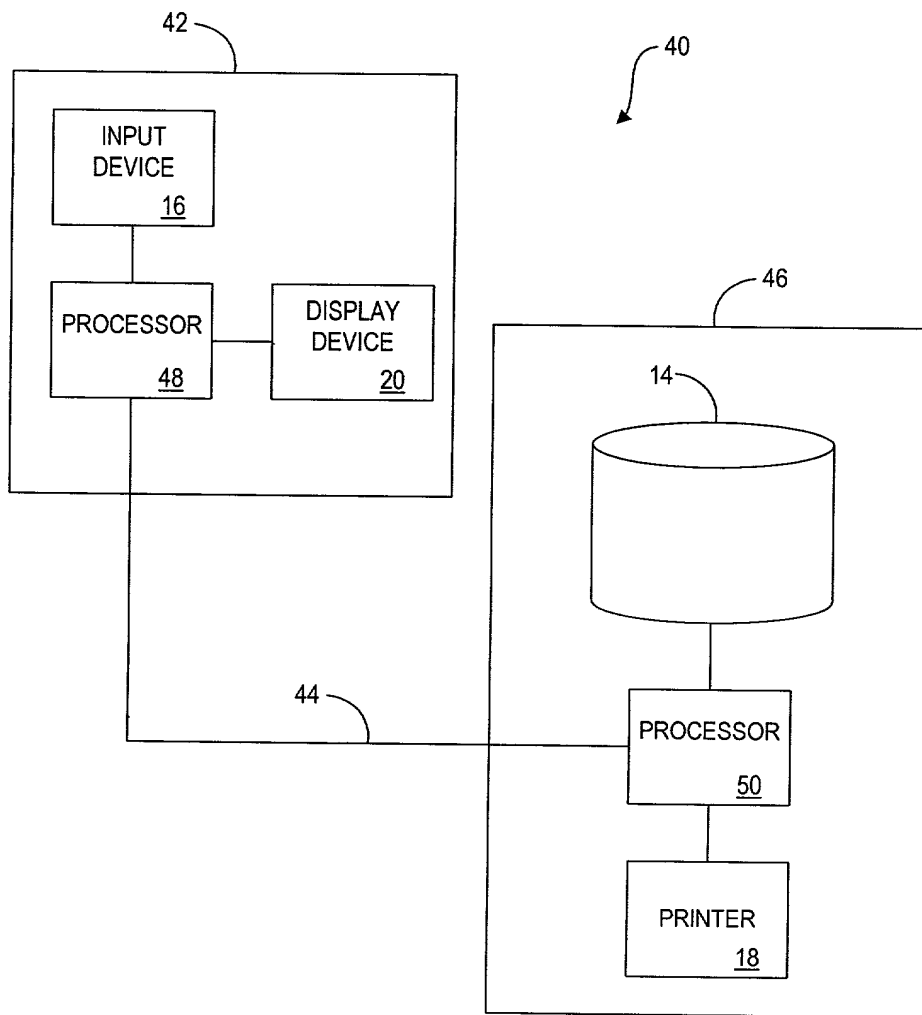


FIG. 2

24

ITEM IDENTIFIER 116	ITEM DESCRIPTION 118	ITEM PRICE 120	ITEM COST 122
1001	HAMBURGER	\$0.89	\$0.55
1002	APPLE PIE	\$0.89	\$0.48
1003	SMALL COLA	\$1.19	\$0.09
1004	MEDIUM COLA	\$1.29	\$0.09
1005	LARGE COLA	\$1.49	\$0.09
1006	SMALL FRENCH FRIES	\$1.09	\$0.28
1007	MEDIUM FRENCH FRIES	\$1.69	\$0.31
1008	LARGE FRENCH FRIES	\$1.89	\$0.33

FIG. 3

140  
142  
144  
146

UPSELL IDENTIFIER 148	UPSELL DESCRIPTION 150
A	HAMBURGER
B	SMALL COLA
C	APPLE PIE
D	UPGRADE FROM SMALL FRENCH FRIES TO LARGE FRENCH FRIES

26

FIG. 4



180

ITEMS INCLUDED IN PURCHASE <sup>202</sup>		UPSELL(S) <sup>204</sup>	ROUNDED PRICE <sup>206</sup>
1 HAMBURGER, 1 SMALL FRENCH FRIES		B	\$2.00
1 HAMBURGER, 1 SMALL FRENCH FRIES		D	\$2.00
1 SMALL FRENCH FRIES, 1 LARGE COLA		D	\$3.00
1 HAMBURGER, 1 LARGE COLA, 1 SMALL FRENCH FRIES		C,D	\$4.00
1 HAMBURGER, 1 LARGE COLA, 1 MEDIUM FRENCH FRIES		C,C	\$5.00
1 HAMBURGER, 1 LARGE COLA, 1 LARGE FRENCH FRIES		C	\$5.00

190  
192  
194  
196  
198  
200

FIG. 6

220

ITEMS INCLUDED IN PURCHASE 234	UPSELL(S) 236	UPSELL PRICE 238
1 HAMBURGER, 1 SMALL FRENCH FRIES	B	\$0.02
1 HAMBURGER, 1 SMALL FRENCH FRIES	D	\$0.02
1 SMALL FRENCH FRIES, 1 LARGE COLA	D	\$0.42
1 HAMBURGER, 1 LARGE COLA, 1 SMALL FRENCH FRIES	C,D	\$0.53
1 HAMBURGER, 1 LARGE COLA, 1 MEDIUM FRENCH FRIES	C,C	\$0.93
1 HAMBURGER, 1 LARGE COLA, 1 LARGE FRENCH FRIES	C	\$0.73

222

224

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230

232

FIG. 7

250

ITEMS INCLUDED IN PURCHASE <sup>264</sup>		UPSELL(S) <sup>266</sup>	ROUNDING MULTIPLE <sup>268</sup>
1 HAMBURGER, 1 SMALL FRENCH FRIES		B	\$1.00
1 HAMBURGER, 1 SMALL FRENCH FRIES		D	\$1.00
1 SMALL FRENCH FRIES, 1 LARGE COLA		D	\$1.00
1 HAMBURGER, 1 LARGE COLA, 1 SMALL FRENCH FRIES		C,D	\$1.00
1 HAMBURGER, 1 LARGE COLA, 1 MEDIUM FRENCH FRIES		C,C	\$1.00
1 HAMBURGER, 1 LARGE COLA, 1 LARGE FRENCH FRIES		C	\$1.00

252

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260

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FIG. 8



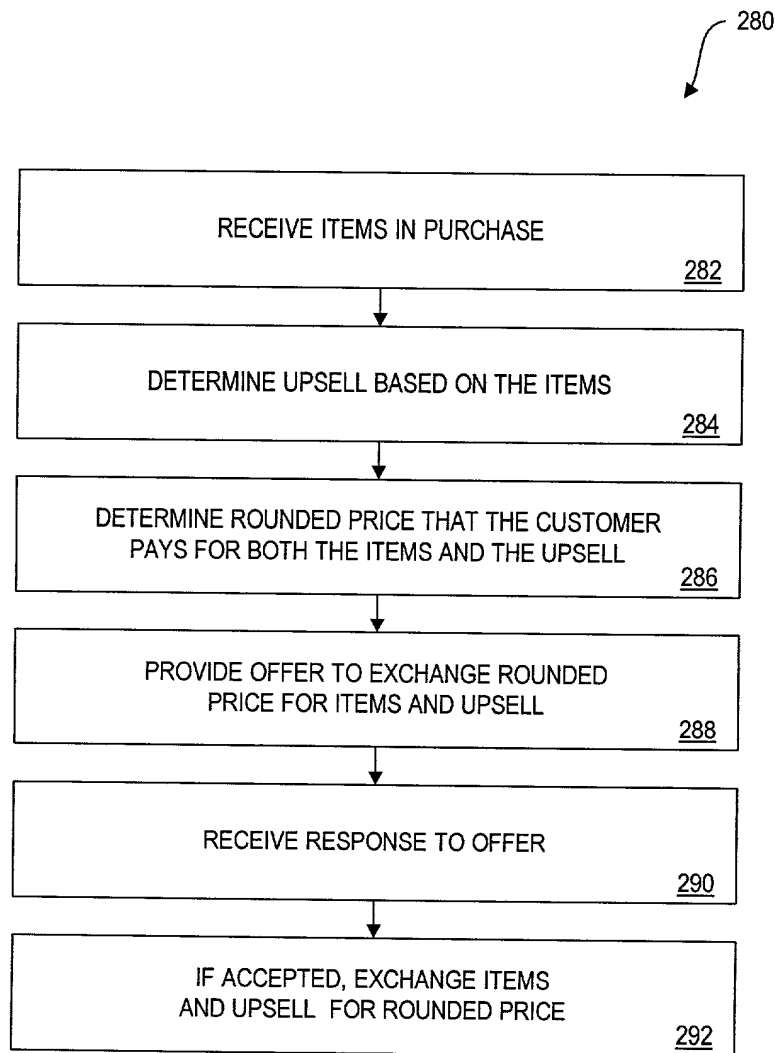


FIG. 9

355

PRICE	UPSELL(S)
\$2.00	B
\$2.01 - \$2.15	D
\$2.15 - \$2.35	D
\$2.35 - \$2.45	C,D
\$2.45 - \$2.60	C,C
\$2.60 - \$2.90	C

360  
362  
364  
366  
368  
370

FIG. 10

380

PRICE 402	UPSELL(S) 404	ROUNDED PRICE 406
\$2.00	B	\$3.00
\$2.01 - \$2.15	D	\$3.00
\$2.15 - \$2.35	D	\$3.00
\$2.35 - \$2.45	C,D	\$4.00
\$2.45 - \$2.60	C,C	\$5.00
\$2.60 - \$2.90	C	\$5.00

390

392

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398

400

FIG. 11

450

PRICE 464	UPSELL(S) 466	ROUNDING MULTIPLE 468
\$2.00	B	\$1.00
\$2.01 - \$2.15	D	\$1.00
\$2.15 - \$2.35	D	\$1.00
\$2.35 - \$2.45	C,D	\$1.00
\$2.45 - \$2.60	C,C	\$1.00
\$2.60 - \$2.90	C	\$1.00

452  
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456  
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462

FIG. 12

500

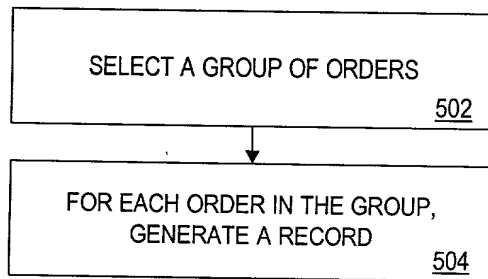


FIG. 13A

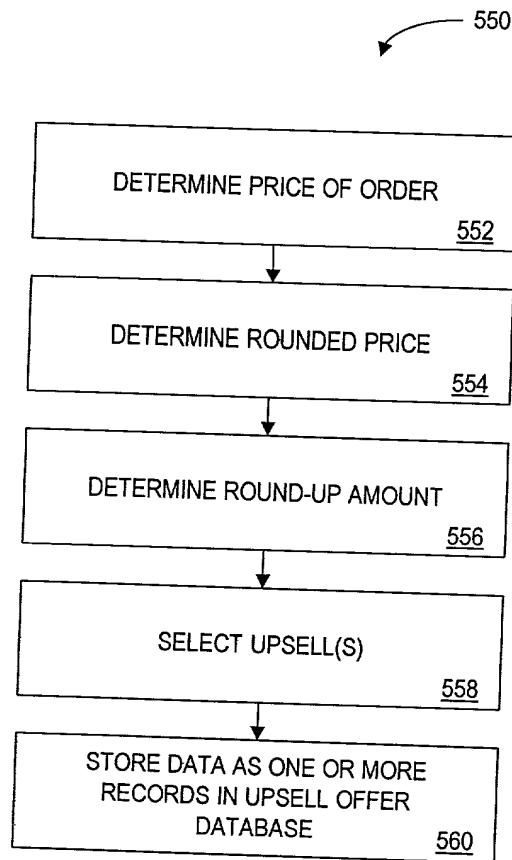


FIG. 13B